

Minutes of the regularly scheduled monthly meeting of the Mid-Michigan Aquatic Recreational Authority held Wednesday, November 16, 2022 at 5:15 p.m. at Isabella County Commission on Aging, Mt. Pleasant, Isabella County, MI

Meeting was called to order by John Zang at 5:29 p.m.

Members present: Allison Chiodini, Lisa Diaz Sytsema, Mark Stansberry, Judy Wagley, John Zang.

Members absent: Stan Shingles, Mike Huenemann

Others present: Stu Isaac with Isaac Sports Group (Aquatic Center Feasibility Study and Development Consultant)

Approval of Agenda

Lisa Diaz Sytsema made a motion supported by Judy Wagley to approve the agenda as presented.

Ayes: Chiodini, Diaz Sytsema, Stansberry, Wagley, Zang

Nays: None

Absent: Shingles, Huenemann

Motion carried

Public input on agenda items

None

Approval of the meeting minutes from the October 19, 2022 MMARA Board Meeting

Lisa Diaz Sytsema made a motion supported by Mark Stansberry to approve the minutes as presented..

Ayes: Chiodini, Diaz Sytsema, Stansberry, Wagley, Zang

Nays: None

Absent: Shingles, Huenemann

Motion carried

Old Business

ISAAC SPORTS GROUP - FEASIBILITY STUDY UPDATE

Stu Isaac presented and reviewed the detailed breakdowns for the Operational Budget Model and projected Profit & Loss Statement, outlining Facility and Program Revenue along with Operational and Program Expenses projected out from year zero through year five. Discussion included determining the duration for “Year Zero”, which technically starts now, but Year One does not start until opening of the facility. Stu noted making an adjustment to the duration of Year Zero to 21 months +/-.

Stu Isaac also presented proposed membership fee model and structure, as reviewed and finalized with Stan Shingles.

MILLAGE / ELECTION UPDATE

John Zang provided an update on the Election Status that the proposed bond language revisions were reviewed and sent back to the attorney to be finalized.

ARCHITECTURAL / ENGINEERING FIRM SEARCH

Allison Chiodini provided an update on the A/E Firm Search. We have now interviewed and received service and fee proposals from three firms: Tower Pinkster (the firm that we contracted with for the preliminary conceptual graphics), TMP Architecture, and Neumann Smith. Allison Chiodini and Lisa Diaz Sytsema discussed the need to set up an evaluation rubric in which the three firms can be graded/scored, to help us make a decision on who we want to move forward with. Some suggestions for rubric criteria include: Expertise and Experience with Pools/Aquatic Facilities, Expertise and Experience with assisting with Bond Campaign, Marketing and Bond Campaign materials design and development, Consultants Included and Excluded in proposal, Fee structure and percentage. The A/E Firm Search Committee: Allison Chiodini, John Zang and Stu Isaac to meet to develop final evaluation rubric and grade/score firms accordingly in order to make a recommendation at our December board meeting.

FINANCIAL UPDATE

Lisa Diaz Sytsema provided updates on current financial business. Currently working with Nancy Ridley who is consulting with us on our Financial Policies as well as with an Accounting Consultant at Boge Wybenga Bradley on the proposed 2023 budget. Budget will need to be posted/published in advance of our December board meeting, so it can be voted and approved.

Mark Stansberry made a motion supported by Allison Chiodini to approve the processing of payments on two current due invoices: \$4,000 to Tower Pinkster for the Preliminary Conceptual Architectural Graphics, and \$2,317.50 to Boge Wybenga Bradley for Accounting and Financial Consulting.

Ayes: Chiodini, Diaz Sytsema, Stansberry, Wagley, Zang

Nays: None

Absent: Shingles, Huenemann

Motion carried

COMMUNITY OUTREACH / CAMPAIGN STRATEGY UPDATE

Lisa Diaz Sytsema provided an update from the Communications & Marketing Strategy committee. Influential Community Leaders list/spreadsheet that was started by John Zang and then further developed with the help of Jim Wojcik and Kathy Backus, has been completed with leaders identified with Tier 1, Tier 2 and Tier 3. Tier 1 leaders should receive a personal visit from an MMARA board member to pitch the project before we go public; Tier 2 leaders would be invited to a proposed Lunch & Learn and/or Business over Breakfast presentation from our board/committee to inform them of the project; Tier 3 leaders we would reach out to with an email communication. All of the Tier 1 leaders have been assigned an MMARA board member to reach out to them and set up a one-on-one meeting. The goal is to have all meetings complete BEFORE our next board meeting in December. Key information to take to these one-on-one meetings are the preliminary conceptual graphics from Tower Pinkster and the FAQ document. All of these files are available on the MMARA Google Drive, and are also included as attachments to these meeting minutes.

Discussion included asking these Tier 1 leaders if they are committed to helping and/or supporting us. This help and/or support could include: participation in public campaign committee, fundraising, serving on the facility committee, acting as an official supporter and endorser in the community, donor, etc.

Lisa Diaz Sytsema discussed the next steps after reaching out to the Tier 1 community leaders, is getting some lunch and learn meetings set up for Tier 1 and Tier 2 leaders. Lisa has recruited the help of Kayla Slezak to assist and take the lead in coordinating the lunch and learn meetings.

New Business

DECEMBER 2022 AND 2023 MEETING DATES

Due to conflicts with the holidays, the December monthly board meeting date has been moved from Wednesday Dec 21 to Wednesday Dec 14.

For the monthly recurring board meetings for 2023, we will continue with the third Wednesday of the month at 5:15 p.m. at Isabella County Commission on Aging.

Proposed 2023 Meeting Dates are as follows:

Jan 18, Feb 15, Mar 15, Apr 19, May 17, Jun 21, Jul 19, Aug 16, Sept 20, Oct 18, Nov 15, Dec 20

Announcements on Authority related issues and concerns

None

Next scheduled meeting on Wednesday, December 14 at 5:15 p.m. will be conducted in person at Isabella County Commission on Aging, Mt Pleasant, Isabella County, MI.

Adjournment

Motion by Allison Chiodini and supported by Mark Stansberry to adjourn the meeting.

Ayes: Chiodini, Diaz Sytsema, Stansberry, Wagley, Zang

Nays: None

Absent: Huenemann, Shingles

Motion carried

Meeting adjourned at 6:57 p.m.

Allison Chiodini, Secretary